

## Indications of Interest on Bloomberg

## Highlights for Sellside Customers...

- *Market your liquidity to customers and non-customers to capture more order flow.*
- *Use Bloomberg as your distribution vehicle to reach your customers' desktops—over 2000 institutions are viewing indications over Bloomberg.*
- *Create your own customized client lists to target and control the distribution of your IOI's.*

## **Getting Started: Register as a Broker to send Indications to over 2000 Buyside Institutions over Bloomberg**

[illegible]

**Best Available Copy**

**IREG <GO>.** The first time you pull up IREG, you will be brought to this registration page. Fill in the contact and security information - institutions can view your profile and then call to ask you to privilege them to see your indications. Also use IREG to see the institutions registered to view IOI's on Bloomberg.

1  
Enter # GO to view institution information

Equity IREG

DIRECTORY OF INSTITUTIONS Page 1 / 39

List of Institutions

|     |     |     |
|-----|-----|-----|
| 11  | 191 | 371 |
| 21  | 201 | 381 |
| 31  | 211 | 391 |
| 41  | 221 | 401 |
| 51  | 231 | 411 |
| 61  | 241 | 421 |
| 71  | 251 | 431 |
| 81  | 261 | 441 |
| 91  | 271 | 451 |
| 101 | 281 | 461 |
| 111 | 291 | 471 |
| 121 | 301 | 481 |
| 131 | 311 | 491 |
| 141 | 321 | 501 |
| 151 | 331 | 511 |
| 161 | 341 | 521 |
| 171 | 351 | 531 |
| 181 | 361 | 541 |

Copyright 2000 EQUIMERGE L.P. Frankfurt 69-520410 Hong Kong 2-977-5000 London 207-380-7500 New York 212-318-2000  
Princeton 609-272-3000 Singapore 65-212-1000 Sydney 2-977-8636 Tokyo 3-3201-8500 Sao Paulo 11-3048-4500  
1241-545-0 05-109-00 10-00-52

## SENDING INDICATIONS: Creating 'Distribution Lists' and sending indications.

GRAB

Page saved. <PAGE FUD> to add more

Equity IOID

INSTITUTION LIST ING Page 2 / 51

Search

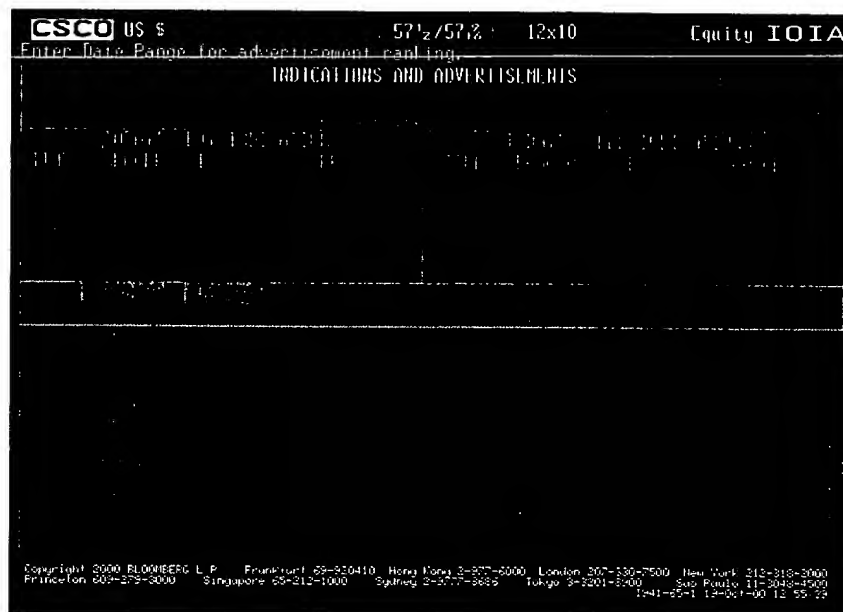
|     |     |     |
|-----|-----|-----|
| 1   | 1   | 1   |
| 2   | 2   | 2   |
| 3   | 3   | 3   |
| 4   | 4   | 4   |
| 5   | 5   | 5   |
| 6   | 6   | 6   |
| 7   | 7   | 7   |
| 8   | 8   | 8   |
| 9   | 9   | 9   |
| 10  | 10  | 10  |
| 11  | 11  | 11  |
| 12  | 12  | 12  |
| 13  | 13  | 13  |
| 14  | 14  | 14  |
| 15  | 15  | 15  |
| 16  | 16  | 16  |
| 17  | 17  | 17  |
| 18  | 18  | 18  |
| 19  | 19  | 19  |
| 20  | 20  | 20  |
| 21  | 21  | 21  |
| 22  | 22  | 22  |
| 23  | 23  | 23  |
| 24  | 24  | 24  |
| 25  | 25  | 25  |
| 26  | 26  | 26  |
| 27  | 27  | 27  |
| 28  | 28  | 28  |
| 29  | 29  | 29  |
| 30  | 30  | 30  |
| 31  | 31  | 31  |
| 32  | 32  | 32  |
| 33  | 33  | 33  |
| 34  | 34  | 34  |
| 35  | 35  | 35  |
| 36  | 36  | 36  |
| 37  | 37  | 37  |
| 38  | 38  | 38  |
| 39  | 39  | 39  |
| 40  | 40  | 40  |
| 41  | 41  | 41  |
| 42  | 42  | 42  |
| 43  | 43  | 43  |
| 44  | 44  | 44  |
| 45  | 45  | 45  |
| 46  | 46  | 46  |
| 47  | 47  | 47  |
| 48  | 48  | 48  |
| 49  | 49  | 49  |
| 50  | 50  | 50  |
| 51  | 51  | 51  |
| 52  | 52  | 52  |
| 53  | 53  | 53  |
| 54  | 54  | 54  |
| 55  | 55  | 55  |
| 56  | 56  | 56  |
| 57  | 57  | 57  |
| 58  | 58  | 58  |
| 59  | 59  | 59  |
| 60  | 60  | 60  |
| 61  | 61  | 61  |
| 62  | 62  | 62  |
| 63  | 63  | 63  |
| 64  | 64  | 64  |
| 65  | 65  | 65  |
| 66  | 66  | 66  |
| 67  | 67  | 67  |
| 68  | 68  | 68  |
| 69  | 69  | 69  |
| 70  | 70  | 70  |
| 71  | 71  | 71  |
| 72  | 72  | 72  |
| 73  | 73  | 73  |
| 74  | 74  | 74  |
| 75  | 75  | 75  |
| 76  | 76  | 76  |
| 77  | 77  | 77  |
| 78  | 78  | 78  |
| 79  | 79  | 79  |
| 80  | 80  | 80  |
| 81  | 81  | 81  |
| 82  | 82  | 82  |
| 83  | 83  | 83  |
| 84  | 84  | 84  |
| 85  | 85  | 85  |
| 86  | 86  | 86  |
| 87  | 87  | 87  |
| 88  | 88  | 88  |
| 89  | 89  | 89  |
| 90  | 90  | 90  |
| 91  | 91  | 91  |
| 92  | 92  | 92  |
| 93  | 93  | 93  |
| 94  | 94  | 94  |
| 95  | 95  | 95  |
| 96  | 96  | 96  |
| 97  | 97  | 97  |
| 98  | 98  | 98  |
| 99  | 99  | 99  |
| 100 | 100 | 100 |

Copyright 2000 EQUIMERGE L.P. Frankfurt 69-520410 Hong Kong 2-977-5000 London 171-330-7500 New York 212-318-2000  
Princeton 609-272-3000 Singapore 65-212-1000 Sydney 2-977-8636 Tokyo 3-3201-8500 Sao Paulo 11-3048-4500  
1241-545-0 05-109-00 10-00-52

**IOID<GO>.** Use **IOID** to create distribution lists of buy-side firms who are listed in the **IREG<GO>** Directory that you can send indications to. To create or edit an existing list, select **1<GO>** and enter the existing list name or a new one. Place an 'X' next to the institutions you would like to include and type **<GO>**, **1**, **<GO>1** to save the changes.







**Ticker <Equity> IOIA <GO>.** Use **IOIA** to view all trade advertisements on a specific stock, based on the size the broker moved over a defined period. (Note: Buyside users will also see the latest buy & sell indications they have been privileged to see on the top half of this screen).

# Indications of Interest on Bloomberg

## Highlights for Buyside Customers...

*Find natural sources of liquidity in specific stocks.*

*Create customized lists to focus on the indications that matter most to you.*

*View trade advertisements on a single security and rank brokers based on the size they moved.*

**GETTING STARTED:** Register as an Institution designated to receive Indications over Bloomberg.

99  
Screen saved as C:\MINI\Profiles\exchanges\Desktop\slonup.bmp Govt IREG

**IOI REGISTRATION CARD**

Registration No. [REDACTED] Expiry Date [REDACTED]

Contact Name [REDACTED]  
Phone [REDACTED]  
Fax [REDACTED]  
E-mail [REDACTED]

Comments [REDACTED]

Copyright 2000 BLOOMBERG L.P. Frankfurt 2-200410 Hong Kong 2-2007-0000 London 207-250-7500 New York 212-315-2000  
Princeton 609-252-2000 Singapore 25-212-1000 Sydney 2-2007-8086 Tokyo 2-2001-8900 Sao Paulo 11-2048-3500  
1941-05-2 19-02-00 12:17:25

**IREG <GO>**. Enter information on the types of indications you wish to receive. Brokers will view your registration card when they set up their distribution lists. Once completed, select from a list of available brokers by region and send out a group message informing them to include you on their distribution lists.

95 Govt IREG

Enter I <GO> to send message.

From [REDACTED]

Message

ENTER ANY OTHER COMMENTS/NOTES IN THIS AREA

[REDACTED]

To [REDACTED]

Copyright 2000 BLOOMBERG L.P. Frankfurt 2-200410 Hong Kong 2-2007-0000 London 207-250-7500 New York 212-315-2000  
Princeton 609-252-2000 Singapore 25-212-1000 Sydney 2-2007-8086 Tokyo 2-2001-8900 Sao Paulo 11-2048-3500  
1941-05-2 19-02-00 12:20:10

**VIEWING INDICATIONS:** Monitor indications and advertisements on all stocks or on a single security.

***IIA <GO>.*** Use ***IIA*** to see a continuous stream of IOI's - both indications and advertised trades, from all brokers who have privileged you and on all stocks. ***IIA*** shows all types of indications and advertisements, it is not a filtered monitor. All advertised trades, from all brokers, are shown to all Bloomberg users.

2

**Ticker <Equity> IIRA <GO>.** Use **IIRA** to see indications and advertised trades on a specific stock. **IIRA** shows all types of indications and advertisements, it is not a filtered monitor.

[illegible]

**Ticker <Equity> IOLA <GO>.** Use **IOLA** to break down today's buy and sell indications on a specific stock--along with a broker ranking for trade advertisements, based on the size they moved over a defined period.

**Creating Custom IOI Monitors:** Create customized lists by broker, type of indication, and security to focus on the indications that matter most to you.

```

for explanation.
# <GO> to insert, 99 <GO> for options, <MENU> to return.
                                ENTRY MODE
                                Page 1 of 1

List name  ADJUSTERS List ID      Date created  (dd/mm/yy)
Sort order  01 by (title)

Security Description
1 C US
2 CSDF US
3 A C US
4 CS US
5 UNIC US
6 DSD US
7 DPH US
8 LD US

Security Description

```

**LIST <GO>.** Use **LIST** to create a custom group of stocks that you want to import into an IOI monitor--where you can filter by broker and type of indication.





|  |     |                        |             |
|--|-----|------------------------|-------------|
| for explanation,   |     | for similar functions. | Equity IOIR |
| Press number 60 to view results.   |     |                        |             |
| BLP JS   |     |                        |             |
| INDICATIONS OF INTEREST RECAP  |     |                        |             |
| CSCO   |     | CISCO SYSTEMS INC      | Page 1/1    |
| Name   |     | Price                  | 1.00        |
| 100 1  | 100 | 100 1 100 1 100 1      | 1.00        |
| 100 2  |     |                        |             |
| 100 3  |     |                        |             |
| 100 4  |     |                        |             |
| Copyright 2000 ELOCHNEERS L.P. Frankfurt 69-620410, Hong Kong 2-277-2000, London 207-330-7500, New York 212-318-2000, Princeton 609-272-2000, Singapore 65-212-1000, Sydney 2-9777-8888, Tokyo 2-3201-8200, Fax 212-318-2000, 1941-65-3 12-001-00 14-55-08 |     |                        |             |

**This Page is Inserted by IFW Indexing and Scanning  
Operations and is not part of the Official Record**

**BEST AVAILABLE IMAGES**

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

☐ BLACK BORDERS

☐ IMAGE CUT OFF AT TOP, BOTTOM OR SIDES

☒ FADED TEXT OR DRAWING

☒ BLURRED OR ILLEGIBLE TEXT OR DRAWING

☐ SKEWED/SLANTED IMAGES

☐ COLOR OR BLACK AND WHITE PHOTOGRAPHS

☐ GRAY SCALE DOCUMENTS

☐ LINES OR MARKS ON ORIGINAL DOCUMENT

☐ REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY

☐ OTHER: \_\_\_\_\_

**IMAGES ARE BEST AVAILABLE COPY.**

**As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.**